

FIG. 2

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Core Competency	Description	Weight Factor
Organic chemist		7
Chaminal annings		
Chemical engineer		5
Biochemist		5
Toxicologist		3
Physical chemist		5
Analytical chemist		5
Medical Doctor		5

Technology	Description	Weight
Organic chemistry	synthesis	7
Analytical chemistry	development method	3
Manufacturing processes		3
Animal studies	testing of drugs on animals	3

Element	Description	Weight Factor
Chemical formulation		7
T		
use friendly package		5
Patient reaction		7

Business Driver	Weight Factor
Market response	7
User convenience	10
new treatment	5

Product Category	Description of the major products in each category	Weight Factor
estrogen		
disease treatment		
drug prevention		
calcitonin		
estrogen inhibitors		

Field of Invention	Description of Fields	Weight Factor
synthetic chemistry		3
formulation		5
method of use		7
method of use		

Problems: How to?	Weight Factor
improve bioavailability	7
improve drug acceptance	7
improve drug efficacy	9
improve drug enicacy	

IP Strategies	Description of all Technologies	Weight Factor
Patent Around	combination of products	
Publish In Front Of	tabletting, chemical formulation	
Publish Around		
Need To Understand More		
Not In area of Interest	Method of use	

Priority	Technologies or Products
Emergency	once weekly dosing
High	direct compression formulation, coated tablet
Medium	organic synthesis
Low	

Invention View	Description of Technologies or Products
User's Capability	tabletting, coating, packaging
Supplier's Capability	analytical chemistry
Competitors' Capability	

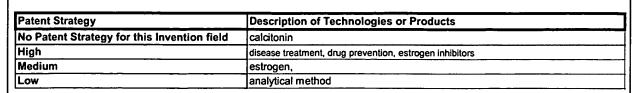
Applied Invention Matrix Description of Technologies or Products	
Breakthrough	method of use
Distinctive	coating, tabletting
Incremental	

Market Size	Description of Technologies or Products
\$1M-10M	
\$10M-100M	
\$100M-1B	
\$1B-5B	coating, combination products
Greater than \$5B	synthetic chemistry, formulation, tabletting, method of use

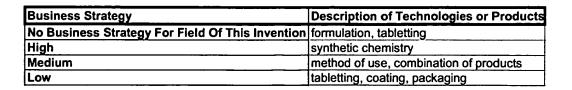
Maturity of Technology	Description of Technologies or Products	Weight Factor
Last Generation	synthetic chemistry, tabletting,	5
Current Generation	coating,	3
Emerging Generation	chemical formulation, packaging, method of use, combination products	7

Importance of Product	Description of Technologies or Products
Peripheral	tabletting,
Element of a Product	formulation, coating, packaging
Essential to a Product	method of use
Creates a Product	synthetic chemistry, combination of products

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Detection	Description of Technologies or Products
Obvious	coating, tabletting, packaging, method of use, combination products
Easily Detected	
Detectable With Work	synthetic chemistry, formulation
Undetectable	

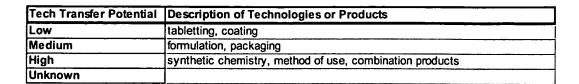
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Competitors Use	Description of Technologies or Products
Less than 10% of Competitors will a	use
10-50% of Competitors will use	synthetic chemistry, formulation, method of use, combination products
Most Competitors will use	tabletting, coating, packaging,
Unknown	

Suppliers use	Description of Technologies or Products
Less than 10% of Suppliers will use	tabletting, coating, packaging, formulation, method of use, combination products
10-50% of Suppliers will use	
Most Suppliers will use	synthetic chemistry
Unknown	

Customer Use	Description of Technologies or Products
No Customers will use	tabletting, coating, formulation, synthetic chemistry ,packaging, method of use, combination products
Less than 10% of Customers will use	
10-50% of Customers will use	synthetic chemistry
Most of Customers will use	

Alliance Potential	Description of Technologies or Products
Low	tabletting,
Medium	packaging, formulation
High	synthetic chemistry, coating, method of use, combination products
Unknown	



Prestige	Description of Technologies or Products
Low	tabletting, formulation
Medium	synthetic chemistry, coating, packaging
High	method of use, combination products

Step One: Main Categories

<u>560</u>

To create the HLA framework, the products or technology must first be separated into general categories. For example, a computer system might be separated into the general categories of the processor, the monitor and input devices.

Step Two: Sub-Category 1

562

Next, separate the general categories into sub-categories. For example, the processor might be separated into the motherboard, the graphics board and the disk drives.

Step Three: Sub-Category 2

<u>564</u>

Next, if possible, separate each sub-category 1 entry into another level of sub-categories. For example, the motherboard might be separated into the CPU and the cache.

Step Four: Add to Spreadsheet

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Finally, add this information to the spreadsheet by double clicking the icon below. Place the main categories in the "HLA – Main" column, the first sub-categories in the "Sub-Category 1" column, and the second sub-categories in the "Sub-Category 2" column.

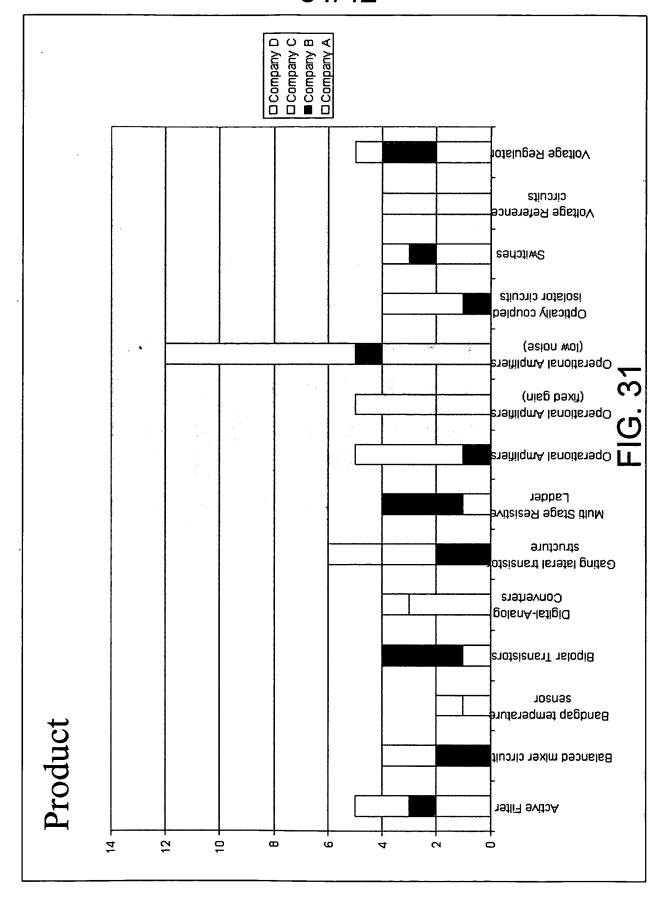
Product: Computer <u>420</u>

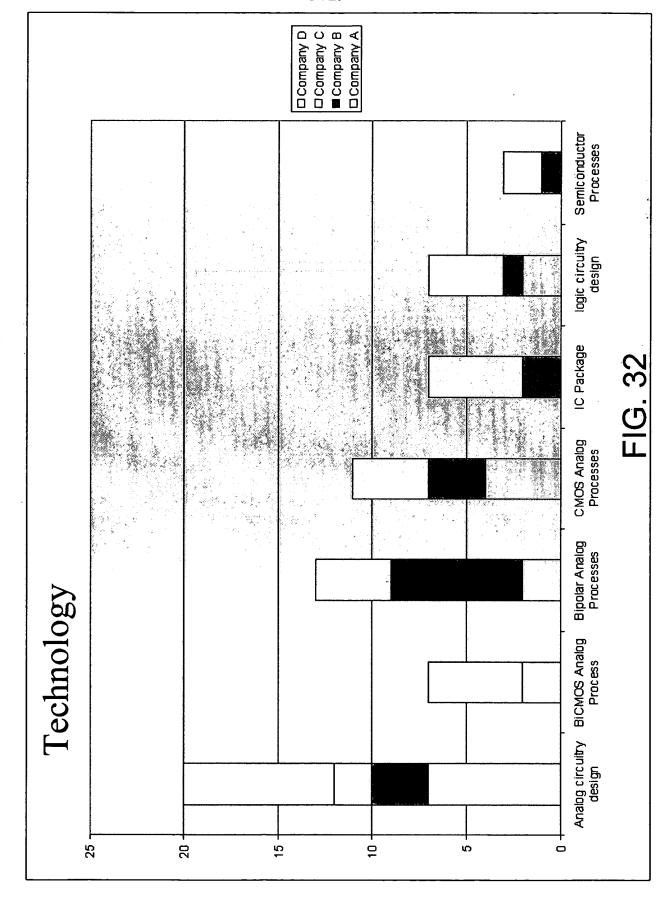
HLA - Main	HLA - Sub-Category 1	HLA - Sub-Category 2
Processor <u>422</u>	Mother Board 428	CPU:440
Processor 422	Mother Board 428	Cache <u>442</u>
Processor 422	Mother Board 428	Ports <u>444</u>
Processor <u>422</u>	Graphics Board 430	
Processor <u>422</u>	Disk Drives 432	
Monitor <u>424</u>	Screen 434	
Input Devices 426	Mouse <u>436</u>	Buttons 446
Input Devices 426	Keyboard <u>438</u>	

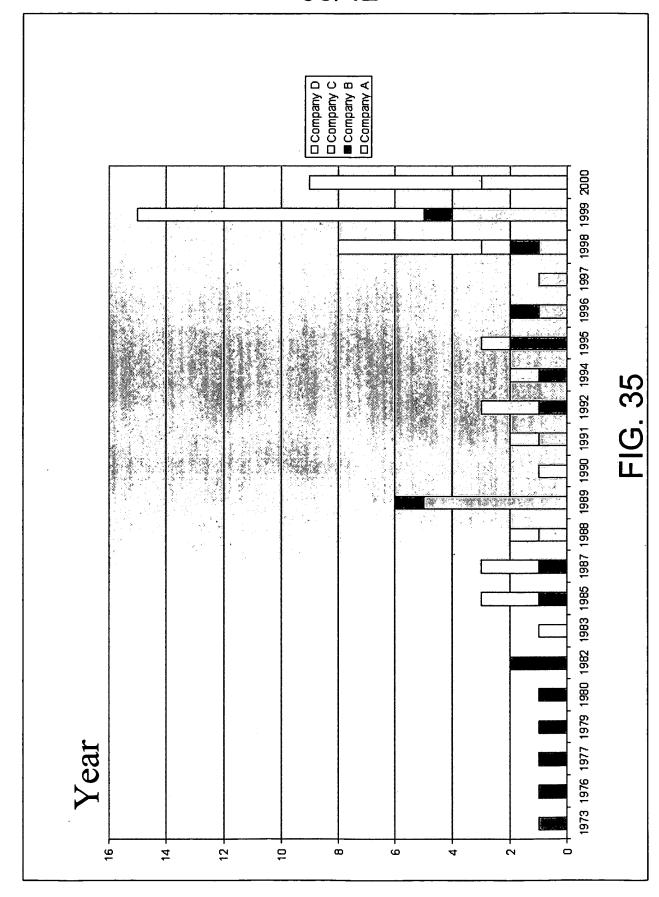
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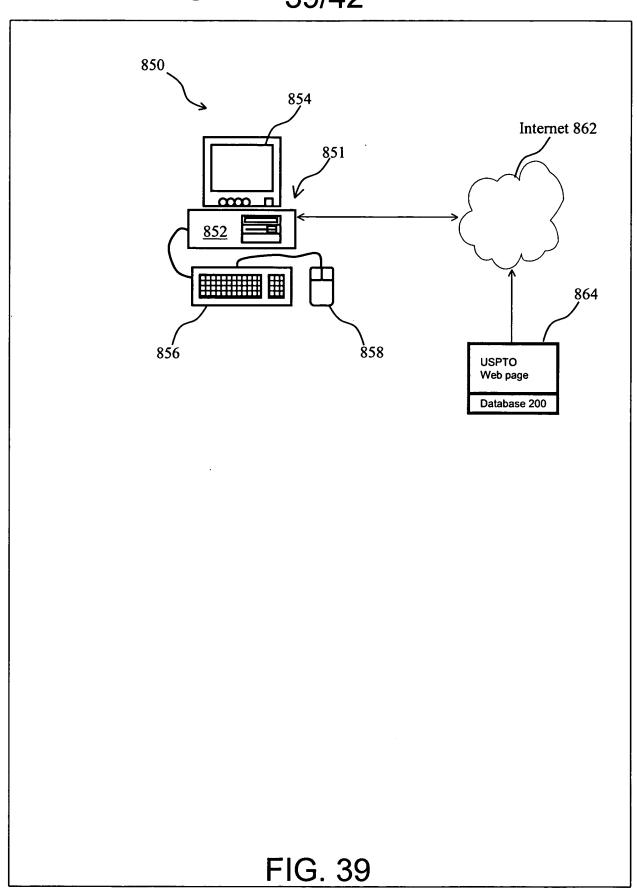
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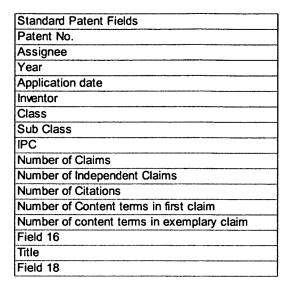
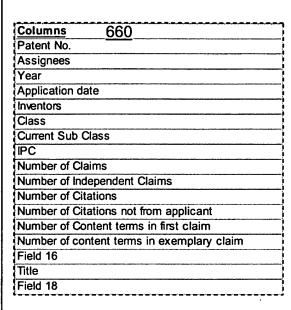


Table 1: Index of patent fields (prior art)

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User Field	Definition
Core Competencies	Skills and background needed to produce the invention or field of interest
Technologies	Principal technologies utilized in developing the invention or field of invention(FOI)
Elements	Principal elements (components) used to produce the invention or FOI
	for apparatus are actual elements
	for methods are steps
Business Drivers	Commercial advantages of the invention.
	e.g., higher yield, reduced cost, improved uniformity, reduced size
Products	Products / methods / processes produced by the invention
	e.g., electrodes, market forecast
Field of the invention	Fields of the invention. e.g, etching, data compression, etc
Problems	Major technical problems that the invention solves; how to
	e.g. resist corrosion, compress data, etc.
IP Strategy	Categorize the technology or product of the invention by the possibility of use
	against competitor's patents.
Priorities	Prioritize the importance of each technology or product for a company.
Invention view	Capabilities a company needs to have to produce the product of the invention.
AIM	Categorize the level of novelty of the invention according to breakthrough,
	distinctive, incremental
Market size	Market size for the product or FOI.
Maturity of Technologies	Estimation of the maturity of the invention .
	Importance of products or FOI to current or other planed products.
Patent strategy	Importance of the technologies or products to your patent strategies.
Business Strategy	Importance of the invention to the business strategy.
Detectability	Categorize FOI by the ability to detect their use by others.
Competitive use	Percentage of competition who would use the invention.
Supplier use	Percentage of suppliers who would use the invention.
Customer use	Percentage of Customers who would use the invention.
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Table 2: List of all user fields and their definition



Standard Patent Fields 651

> Userdefined Fields 300

660 Columns Technology **Product** Invention View Note (field of the invention) Value License Out IP Type Idea Priority Area Priority date Inventor 2 Inventor 3 Inventor 4 Cluster Cluster Cluster Name Invention Type (Method or Apparatus...) AIM Class Core Competency **Business Drivers** Field of Invention **Problems HLA (High Level Abstraction)** HLA Category Level 1 HLA Category Level 2 **HLA Cluster Group** Group Market Size Maturity of Technology Importance to Products Patent Strategy **Business Strategy** Scope of Claims Detectability Avoidance Competitive Use Supplier Use Customer Use Alliance Potential Technology Transfer Prestige Patent ID Patent HTML Initials (reader) Count

Table 3: Microsoft Excel Master Worksheet